

E-NEWSLETTERS: TOP TIPS

“On average a subscriber will spend **51 seconds** reading a newsletter”

Objective

- Think about why you are using an e-newsletter
- Mailing list is essential to build a fan base
- Other reasons for sending a newsletter might be: to sell tickets, to offer special discount, to announce new members to group, to announce a new song or video, to sell merchandise, to announce changes to website
- Make sure each newsletter serves a purpose
- Make your newsletter regular and dependable ie. decide how often you are going to send it and stick to this
- Offer incentives to encourage people to join your list

Style

- Use clear, concise copy
- Make information short and punchy
- Establish a genuine, personal voice
- Develop a personality and stick to this
- Remember to consider who you are writing for, keep the reader in mind

Layout

- Use logo at top of page
- Only use low res images
- Split up text with links

Content

- At least one in-depth article per newsletter
- Always include option to Unsubscribe
- Always include call to action eg. Buy tickets
- Include a link to your website (if you have one)
- Forward to a Friend

Newsletter servers:

www.constantcontact.com

www.yourmailinglistprovider.com (FREE)

If you would like to discuss further any of the above,
contact the LDC Co-ordinator, Charlotte Dove,
at ldc@culturalco-operation.org or on 020 7264 0000